



STIC Search Report

EIC 3600

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Case Serial Number: 09/784164

From: Caryn Wesner-Early
Location: EIC 3600
PK5-Suite 804
Phone: 306-5967

Caryn.Wesner@uspto.gov

Search Notes

Here's the Internet search. I found a couple about identifying wealthy people in order to sell to them, and printed out 411.com's site from 2000, where you could look up anyone's contact information. I hope this does it!

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Technical Information Specialist
EIC 3600, US Patent & Trademark Office
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Earn Higher Rates. GE Interest Plus AAA Rated, Checkwriting, No Fees.
www.geinterestplus.com
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or expand business. Up to \$300 000. 434 sources. Complete instructions.
www.money-profits.com/bizmoney
- [Money Market Info](#)
Online search directory providing info on **money** market websites
www.finditonline.ws

WEB RESULTS by Google (Showing Results 1 - 20 of 1,000)

1. [Broken Promises -- Aggressive Marketing and Recruiting](#)
... Many college officials have claimed, however, that aggressive **marketing** or recruiting has been shaped ... It also gave the colleges an infusion of **new money**.
...
www.capolicycenter.org/broken/broken2.html - 8 KB
2. [Kansas State Fair Economic Impact and Marketing Study Executive ...](#)
... Volume 1 deals with the **marketing** considerations and economic impacts of the ... Central Kansas (for instance, from Johnson County) brings **new money** into South ...
www.ku.edu/pri/resrep/pdf/m245.pdf - 0 B
3. [\[no subject\]](#)
... so, please read on Dear Friend, In my nearly 20 years in **marketing**, I've ... didn't I think of that?" Even better, since this is a BRAND **NEW money**-making opportunity ...
archives.postgresql.org/pgsql-bugs/1998-12/msg00012.php - 18 KB
4. [issue 30](#)
... Internet! The Internet **Marketing** Warriors Secret Site! ... NOW! Learn **new money**-making techniques and strategies at this password protected site. ...

www.ozemedia.com/news/no30.htm - 22 KB

5. HOW TO PARLAY ANY MULTI-LEVEL PROGRAM INTO A MILLION DOLLARS OR ...
... return mail, we'll send you all the details on this exciting **new money**-making opportunity ... of how the really big **money** is made in multi-level **marketing** have been ...

www.cyber-north.com/business/parlay.htm - 27 KB

6. IPO (Initial Public Offerings)

... to the brokerage houses, and the loyal investors are not ready to commit **new money**. ... until a press release naming 3 VPs of sales and **marketing** with excellent ...

www.beagle-ears.com/ozzie/ipos.htm - 14 KB

7. CCVBBa ckg ro und

... the CCVB should spend the same amount or more **money marketing** Calgary as a ... The visitor industry brings jobs, **new money**, tax benefits, **new** construction, diverse ...

www.tourismcalgary.com/ccvb/essays/background.pdf - 0 B

8. Commodity Marketing

Commodity **Marketing**. Chapter #3. Technical Analysis. ... Open Interest: number of contracts at the end of each day that are not offset. rises: **new money** flowing in. ...

www.glenroseffa.org/comm3.ppt - 0 B

9. Trends

... **New money** will go toward industrialized housing, heat pumps, oil heat research, urban ... users might not be scheduled for competitive retail **marketing** until 2000. ...

hem.dis.anl.gov/eehem/97/970104.html - 11 KB

10. 30/06/97 -- News: **New money** dedicated to One Card project

... **New money** dedicated to One Card project. ... Andrew Fitz-Earle, **marketing** coordinator for the One Card project, is particularly enthusiastic: "We're not just trying ...

www.peak.sfu.ca/the-peak/97-2/issue9/card.html - 5 KB

11. Budget Session Written Responses

... 15. 0. 0. **Marketing**, 11. 4. 0. Non-Personnel Support for Instructional Units, 5. 6. 4. Comments on Outreach (External Relations): Great way to generate **new money** ...

www.uwstout.edu/bpa/univprio/2000/budsess2.htm - 56 KB

12. Call and Tell The zip code tells the US Postal Service where to ...

... Target direct **marketing** is not **new** ... if you fall in the fifth cluster in the data base: "Furs & Station Wagons." This group is described as "'new money' living in ...

artofhacking.com/files/callerid/CALL_800.TXT - 9 KB

13. A Live Baby or Your **Money** Back: The **Marketing** of in vitro ...

... 2 The other two **marketing** variables, promotion and place (distribution), are important but ... analyze the main factors that affect the economics of the **new money**- ...

knowledge.wharton.upenn.edu/papers/2.pdf - 0 B

14. March 8, 2000 minutes

... Mr. Newland asked if the VCB had looked at refocusing its current budget, poured more into **marketing** even without the influx of **new money**. ...

www.ci.san-luis-obispo.ca.us/specialactivities/2000_minutes/min030800.htm - 35 KB

15. Business\$ - **Money**

... That means restructuring, investment and **marketing**, or, for many Slovenian companies, it ... by means of certificates issued to the public, no **new money** was raised ...

www.marand.si/business/volume_1/issue_5/money.htm - 13 KB

16. MH Commission Meeting Minutes

... dropped the ball and schools have picked up what we haven't. **Marketing** has come a ... There is \$2.5 to \$3 million which is **new money**, half goes to early childhood. ...

www.mh.state.oh.us/initiatives/mhcommision/040500mtg.html - 26 KB

17. Low Priced Stocks - Complete Book Listing

... Inner Game of Trading, The, Koppel; Inside the Tornado : **Marketing** Strategies from ... Techniques, DeMark; **New** Market Wizards, The, Schwager; **New Money** Management, The ...

www.rightstock.com/complete.htm - 32 KB

18. Opportunities for Success ... a wealth of how-to information

... To Increase Your Mail Order Catalog Sales Principles Of Direct **Marketing** Ways To ... Publishers Directory Copy Success Selling by Mail Order **New Money**-Making Mail ...

www.seasurf.net/~vernor/how-to.htm - 34 KB

19. ArtIsIn: Services

... along with proven procedures for mounting an effective **marketing** campaign ... leverage your organization's current resources to create **new money**-making opportunities ...

www.artisin.com/services.htm - 18 KB

20. TOURISM TRENDS AND RURAL ECONOMIC IMPACTS

... agricultural tourists' is especially important at direct farm **marketing** outlets

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Bookmarks Location: http://artofhacking.com/files/callerid/CALL_800.TXT


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Call and Tell

The zip code tells the U.S. Postal Service where to deliver the mail. It also tells direct marketers what to deliver. Combining the zip code with census and other data provides marketers with a rich vein of demographic information. socio-economic pr

artofhacking.com - [JavaScript Application] [X]

If all this is no another wedge int telephone number. bases with the ab identify callers, number to track d

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OK

your household is deemed "desirable" to a marketer--perhaps one of the "Pools & Patios" crowd, as one telemarketer puts it--an 800 or 900 line service representative may know it before the call is answered.

Target direct marketing is not new. A company that subscribes to an 800 or 900 service can receive a monthly listing of the numbers of callers, which can then be matched with names and addresses using a reverse telephone directory. Correlating that information with demographic data produces valuable mailing or phone lists. (An 800 call is toll free, whereas the caller pays for dialing a 900 number. A caller interested enough to pay a fee is more likely to buy a product. marketers reason.)

Document: Done

Call and Tell

The zip code tells the U.S. Postal Service where to deliver the mail. It also tells direct marketers what to deliver. Combining the zip code with census and other data provides marketers with a rich vein of demographic information concerning your income, buying habits and socio-economic preference for squash instead of handball.

If all this is not enough, the past decade has given direct marketers another wedge into the collective psyche of American consumers: your telephone number. Combining the resources of massive computer data bases with the ability of an emerging "smart" telephone network to identify callers, the direct-marketing industry is using the telephone number to track down a person's name, address--and life-style. If your household is deemed "desirable" to a marketer--perhaps one of the "Pools & Patios" crowd, as one telemarketer puts it--an 800 or 900 line service representative may know it before the call is answered.

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To the consumer, all this means that products can be more closely matched to personal tastes, with the result that the junk mail might just contain something worth buying. What's new is that information-age marketers have begun to acquire the technology to carry out this screening process instantly and without the caller's knowledge.

Beginning this year, Telesphere Communications, Inc., and Oakbrook Terrace, Ill., company with \$550 million in annual sales, will offer a service to 900 subscribers that can peg the location of an incoming call using an area code and the number's three-digit prefix. Knowing where the call originates allows a salesperson to prepare a pitch. Later a reverse directory can be used to identify the caller, and a data base can determine which of 40 demographic "clusters" fits that person. In the near future, these services may be provided while the caller is still on the lines.

Telesphere gets in demographic information from PRIZM, a data base owned by Claritas Corporation in Alexandria, Va. PRIZM can pinpoint a neighborhood for virtually everyone in the U.S. using census and other public demographic information. "It works on the theory that birds of a feather flock together," says Harvey B. Uelk, a Telesphere sales director.

So if you are lucky, the pitchman will know if you fall in the fifth cluster in the data base: "Furs & Station Wagons." This group is described as "'new money' living in expensive new neighborhoods.... They are winners--big producer, and big spenders." A not so fortunate caller might be lumped into the "Emergent Minorities" cluster. These people, says a promotional report, are "almost 80 percent black, the remainder largely composed of Hispanics and other foreign-born minorities.... Emergent Minorities shows...below-average levels of education and [below-average] white-collar employment. The struggle for emergence from poverty is still evident in these neighborhoods."

The risk that a household, through clustering, might become the telemarketing equivalent of a bad credit risk has not escaped the

notice of the American Civil Liberties Union and other public interest groups who fear that minorities might be excluded from mortgage and credit opportunities or a gay neighborhood may be blacklisted by an insurance advertising campaign. A telemarketer might display different sales pitches on a service representative's computer screen, depending on whether the incoming caller hails from the "Money & Brains" or the "Coalburg & Corntown" cluster.

Marc Rotenberg of Computer Professionals for Social Responsibility likens calling an 800 or 900 number to walking into a store. "A person should have a right to enter a store without disclosing creditworthiness, residence or annual income," Rotenberg asserts. Lobbying by privacy groups has focused so far on supporting national legislation that would, in effect, allow a caller to keep his wallet in his back pocket until he decides to make a purchase.

The law would give the caller the option of blocking a number from being displayed immediately by a receiving party. This would be done by pressing "*-6-7," or a similar combination of numbers, before making a call. (Marketers could still get callers' 800 or 900 numbers with their statements each month, however.) Although the law failed to pass Congress last year, it is scheduled to be reintroduced this year.

Individual states are not necessarily waiting for Congress. A Pennsylvania court has banned "Caller ID" service--a decision that is on appeal--and a number of state public utility commissions have ordered that blocking be offered free of charge. For the moment, states' actions may not affect most telemarketers, whose 800 and 900 calls are usually routed over the long-distance phone network and displayed to a clerk using a service called automatic number identification.

Support for blocking has come not just from privacy advocates but from the White House's Office of Consumer Affairs, four of the seven regional Bell companies and the Direct Marketing Association in New York City. As with junk mail, the direct-marketing industry acknowledges that the consumer should have the right to choose not to receive unsolicited information.

On the opposite end of the line, a number of telephone companies contend that caller identification services are a clear boon to subscribers. Bell Atlantic, an ardent opponent of call blocking, has compiled a list of subscribers who have used the Caller ID service to stop obscene phone calls or fake pizza orders and to track down burglars.

For their part, some direct marketers assert that fears of misappropriation of personal information are greatly exaggerated: they are interested in patterns of group behavior, not the personal preferences of the individual. "We try to identify market segments that are most likely to respond to a particular marketer's products or services," explains Philip H. Bonello, director of corporate planning for Metromail, a Lombard, Ill., firm that owns a data base of 86 million households that supplies the direct-marketing industry.

But the public is clearly concerned about electronic privacy. In January Lotus Development Corporation, a Cambridge, Mass., software company, and Equifax, Inc., an Atlanta-based credit bureau, withdrew plans to market Lotus Marketplace on compact discs after some 30,000 people asked that their names be removed from the files. This data base contains demographic information on about 120 million individuals.

The public debate over privacy could grow still more heated if

telephone companies try to market their internal data bases of information about residential customers. Limited attempts to do so have sometimes met with resistance. Recently New England Telephone and New York Telephone dropped a service offering residential and business directory listings when hundreds of thousands of customers asked that their names be taken off the lists.

Legislation may help stem abuses. A public outcry may force companies to lay low. But the irresistible lure of knowing name, phone number and lifestyle means that computerized telemarketing is here to stay. Caveat salutator: let the caller beware.



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www.marketingprinciples.com

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leaders who have gained
wealth and success.

www.secretsofsuccess.com

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Marketing

Articles & Information about

Marketing

BambooWeb.com

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21. [NameTraq](#) | Last Name: **Riche**

... a genuine alternative to the US domestic market, in terms ... Source: (Forward, NY) Tom Scott meets the media following his ... Source: (Charlotte Business Journal, NC ...

nametraq.org/Jan04/R/Riche.shtml - 36 KB

22. [Brainheartmagazine.com](#)

... with Anders Ljungquist, founder of Mobile Media Group ... the two teams of happy, **newly rich** Swedish engineers ... amazing sweep of the Japanese market, tells Christer ...

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SEARCH RESULTS**1 - 10 of 110**

1. Professional Jeweler Archive: Finding and Keeping Exceptional Employees, Part 3

August 2001 Managing/People **Finding** and Keeping Exceptional Employees, Part 3 Take proactive approach Today's employees seem to come and go for no apparent reason. You pay as well as other jewelry stores and offer the same benefits, so why do you have a hard time attracting and keeping top-level performers ...

2. Professional Jeweler Archive: Ametrine's New Face

June 2004 Gemstones/News Ametrine's **New** Face The purple and yellow gem should be seen as a sublime mix of colors, says its producer Bolivia's ametrine production might have ceased by now if not for **recent** dramatic changes by Ramiro Rivero, owner of Minerales y Metales del Oriente, which operates Anah ...

3. Professional Jeweler Archive: Finding and Keeping Exceptional Employees

June 2001 Managing/People **Finding** and Keeping Exceptional Employees Part 1: The real cost of employee turnover Not so long ago, good employees were easy to **find** and keep. That's no longer the case. With today's fiercely competitive human

resource marketplace, top-performing employees demand more than ...

4. **Professional Jeweler Archive: Finding and Keeping Exceptional Employees**

July 2001 Managing/People **Finding** and Keeping Exceptional Employees Part 2: Understanding the real problem You really don't mind interruptions on a Monday morning, especially when it's one of your best employees. Darlene has been with you for almost two years and is bright, articulate, innovative, ...

5. **Reaching the Rich**

~~August 1999~~ Feature Reaching the **Rich** Here's how to **find** the well-heeled and offer them the luxury merchandise they expect Hide-and-seek is a favorite childhood game. Now as an adult, you may feel you're still playing the game as you try to **find** your community's **wealthy** members and then try to market ...

6. **Professional Jeweler Archive: Rich Kids Who Refuse to Let Themselves Be Spoiled**

January 2001 Image **Rich** Kids Who Refuse to Let Themselves Be Spoiled Middle-class upbringings, casual dress and relevance all affect their motivation to spend The **new** millionaires are different from you and me, as well as from old millionaires. Not only do they have more **money**, they also favor a different ...

7. **NEW INFORMATION NETWORK FOR PROFESSIONAL JEWELERS**

March 1998 Publisher's Comments **NEW** INFORMATION NETWORK FOR PROFESSIONAL JEWELERS Our research over the past several weeks to determine the critical needs of the Professional Jeweler audience clearly shows that having access to authoritative product, management, industry and market information tops ...

8. **Letters**

... let us know what you expect from an industry publication. Our goal is to exceed your expectations. A Great Deal Of Support Congratulations on your **new** venture! Please know that you have a great deal of support from the American Gem Society. We wish you all great success! Angela White Manager marketing ...

9. **Internet 101/ Collision Course**

... . It is perhaps the freest medium in the world, a collage of unregulated ideas and information, a data seeker's utopia – until you actually have to **find** something, that is. Sifting through such

[Professional Jeweler Magazine Article Archives](#)[JA Certification Study Session Archives](#)[Daily News Archives](#)

August 1999

Feature

Reaching the Rich

Here's how to find the well-heeled and offer them the luxury merchandise they expect

Hide-and-seek is a favorite childhood game. Now as an adult, you may feel you're still playing the game as you try to find your community's wealthy members and then try to market to them.

Not as many of them visit your store as you might like, but don't give up. The truly wealthy like you to come to them.

Reaching Out

The telephone is one of the easiest and most important ways to contact an affluent customer you've already met. Briefly mention you have an exciting new collection or special piece and you'd like her feedback. Invite the customer to a private showing or offer to visit him or her at home or work.

"Creating the impression you are working exclusively for a particular customer will make a difference," says Ella Gafter of Ellagem, a luxury jewelry designer in New York City.

Find out when these customers work and play so you know when they'll be most receptive to your call.

When advertising to this elite group, feature unusual designs and use top consumer magazines. "The proper advertising not only attracts current customers but opens doors for new customers as well," says Linda Goldstein of Linda Goldstein Public Relations, a New York City firm specializing in the fine jewelry industry.

If you advertise through direct mail, make the merchandise highly visible and add a handwritten message or signature with the promise you'll open the store for them before or

after regular hours. Follow up with a phone call.

After you make the sale, keep in touch to build trust, one of the most important factors at this level of the consumer market.

Finding New Customers

Socializing and participating in charity functions and community activities can create opportunities for future business. Attend performing arts events, benefit balls and other civic and society functions where you know your community's affluent will congregate. "Meeting outside of business will help build relationships and trust," says Tom Heyman of Oscar Heyman & Bros., a high-end jewelry manufacturer in New York City. Volunteer to give lectures, write articles and be available for interviews with reporters. Such exposure stimulates affluent buyers, who love experts to call them.

Be alert when reading your newspaper. Examine the business section to find out who sold a business or a piece of real estate. Sellers have cash and may be in the mood to spend. Also check for who is opening a new business or joining a medical or law firm. Add these names to your list of prospective customers.

You might also ask your truly wealthy customers whether they have friends who also are jewelry lovers. And if you plan a private show, ask your top customers to bring along a friend if they wish.

Each sales associate should develop a profile of their best customers and include what kind of jewelry and designs they like, occupation, birthdays, anniversaries and other special occasions. Put this information to work by sending "occasion" reminders to important customers. Though you may do this for all customers, you should be prepared with specific suggestions and be willing to take some pieces to the homes or workplaces of the wealthy for their consideration.

Remember, many affluent prospects are neighbors, business associates or people you've known for years. Proactively use the information you already have to stimulate your sales.

- by Lorraine M. Suermann



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Oscar Heyman & Bros. Inc., New York City; (212) 593-0400, fax (212) 759-8612.

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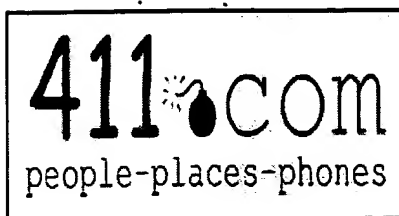
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			<u>Apr 20, 1999</u>	<u>May 20, 2000</u> *	<u>Apr 02, 2001</u>	<u>Jul 17, 2002</u> *	<u>Apr 11,</u>
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